

# High School to College and Career Pathway: Post-Secondary

**Area of Study:** Marketing Education

**Pathway:** Sales & Service Marketing

<b>Region:</b> Wasatch Front North Region	<b>District:</b> Davis, Morgan, Ogden, Weber	<b>School:</b>	<b>College/Institution:</b> Weber State University Articulation Agreement in place? Yes <b>X</b>
<b>Contact Person:</b> Janet James		<b>Ph.#:</b> (801) 626-8547	<b>Name of Degree or Certificate:</b> <i>AAS Degree in Sales and Merchandising</i>
<b>E-mail:</b> <a href="mailto:janetjames@weber.edu">janetjames@weber.edu</a>		<b>Date:</b> 4/12/07	

High School				College		
Course Number	High School Suggested Academic Courses	H.S. Credit	College Credits	Course Number	College General Education Requirements	College Credits
	CE English *	1:00	3 →	ENGL 1010	Intro to Writing	3
				ENGL 2010	Intermediate Writing	3
	CE Communications *	1:00	3 →	COMM 2110	Intro to Interpersonal & Small Group Communication	3
	Criminal Justice *	.50	3 →	CJ SS1370	Criminal Justice	3
				MATH 1030	Contemporary Mathematics	3
				Gen Ed	Life & Physical Science	3

**Note:** This is a regional agreement. Some classes and some concurrent enrollment agreements may not be available in your particular high school. See your individual school for specific program offering. **Note:** \*= concurrent ^= distant → concurrent

# High School to College and Career Pathway: Post-Secondary

Area of Study: Marketing Education

Pathway: Sales & Service Marketing

High School				College		
Course CIP #	CTE Pathway Courses (3.00 credits for completion)	H.S. Credit	College Credits	Course #	College Major Course Requirements	College Credits
<b>Course #</b>	<b>Introductory Course: (preferred)</b>	<b>Credit</b>				
08.0707	Marketing, Introduction (7-9 grade)	.50				
52.0511	Business Communications I	.50				
52.0521	Business Communications II	.50				
52.0311	Business Math	.50				
52.0417	Computer Technology *	.50	3 →	TBE 1700	Introduction to Microcomputer Applications, (2-5) (partially fill requirement) <b>OR</b> 1701 Intro to Word Processing (1) 1702 Intro to Microcomp., E-Mail, OS, & Graphic Presentations (1) 1703 Intro to Spreadsheets (1) <b>OR</b> University Computer Literacy Exams (TBE: TA1501, TB1502 & TC1503) Information Literacy	4
52.0461	Word Processing Basic/Keyboarding	.50				
	<b>Foundation Courses: (1.00 credit required)</b>					
08.0708	Marketing *	.50	3 →	SST 1303	Distribution Principles	3
08.0705	Retailing or Student Store	.50				
	<b>Elective Courses: (2.00 credits)</b>					
08.9904	Advertising/Promotion *	.50	3 →	SST 2443	Advertising Methods	3
08.0710	Customer Service	.50				
08.0802	e-Commerce	.50				
08.0101	Fashion Merchandising *	.50	3 →	SST 1503	Intro to Fashion Merchandising	3
08.0705	Retail Management *	.50	3 →	SST 2383	Retail Merchandising & Buying Methods	3
08.0903	Sports Marketing *	.50		SST 1303	Distribution Principles (Refer to course above for credit)	
32.0199	Student Internship (Critical Workplace Skills)	.50				
	<b>Additional Articulated Classes</b>			SST 1401	Introduction to Sales & Services Technology	1
				SST 1143	Fundamental Selling Techniques	3
				SST 1602	Advanced Selling Techniques	2
				SST 2383	Retail Merchandising & Buying Methods	3
				SST 3203	Customer Service Techniques	3
				SST 2899	Associate's Degree Assessment	0
				SST 3563	Principles of Supervision	3

				IDT 2010	Textiles	3
				SST 2182	Credit & Collection Methods	2
				SST 2703	Internet Sales and Service	3
08.0901 08.0301	Travel & Tourism * <b>Or</b> Entrepreneurship *	.50	3 →	SST 2991	Sales/Service Tech Seminar	3
08.0301	Entrepreneurship * (See course above for credit)	.50		SST 1890	Cooperative Work Experience	3
<b>TOTAL Potential Credits Earned in High School</b>			<b>27</b>	<b>TOTAL Credits Required for Degree or Certificate</b>		<b>63</b>

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